

Sponsorwise

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber. If you act now, this offer is only available to the first 300 subscribers.*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.
An asterisk (*) indicates required items.

Login Information

* User Name

Your User Name must be at least 6 characters in length.

* Password

* Verify Password

Please note that capitalization matters for the password.

* Password Question

* Answer:

If you forget your password we will identify you with this information, you will need to remember this answer exactly as it is typed above.

Fig. 2.

2003

Contact Information

* First Name

Middle Initial

* Last Name

Title

* Company/
Organization

Division

* Address Line 1

Address Line 2

* City

* State, Territory
or Province

* Zip Code/
Postal Code

Required for US and Canadian addresses only

* Country

Other

Please complete if "Other" selected as Country above

* Main Phone

Extension

Alternate Phone

Facsimile

Email Address

Confirm Email Address

Profile Information

What is your primary role regarding Sponsorship properties?

- ☐ "Buyer" only
☐ "Seller" only
☐ Both, but primarily a "Buyer"
☐ Both, but primarily a "Seller"

What is your organization's primary business activity?

What is your primary area responsibility?

How did you hear about Sponsorwise?

Web Ad

Please indicate the amount of Sponsorship dollars that you seek annually

less than \$1,000

Please indicate the amount of Sponsorship dollars that you spend annually

less than \$1,000

Fig 4

Gift

Payment Information

* Credit Card Type:



* Credit Card Number:

* Cardholder Name:

* Expiration Date:

 Month Year

* Billing Address Line 1:

Billing Address Line 2:

* City:

* State, Territory
or Province:

* Zip Code/
Postal Code:

Required for US and Canadian addresses only

* Country:

 United States of America

Other:

Please complete if "Other" selected as Country above.

CANCEL

SUBMIT

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Fig. 10

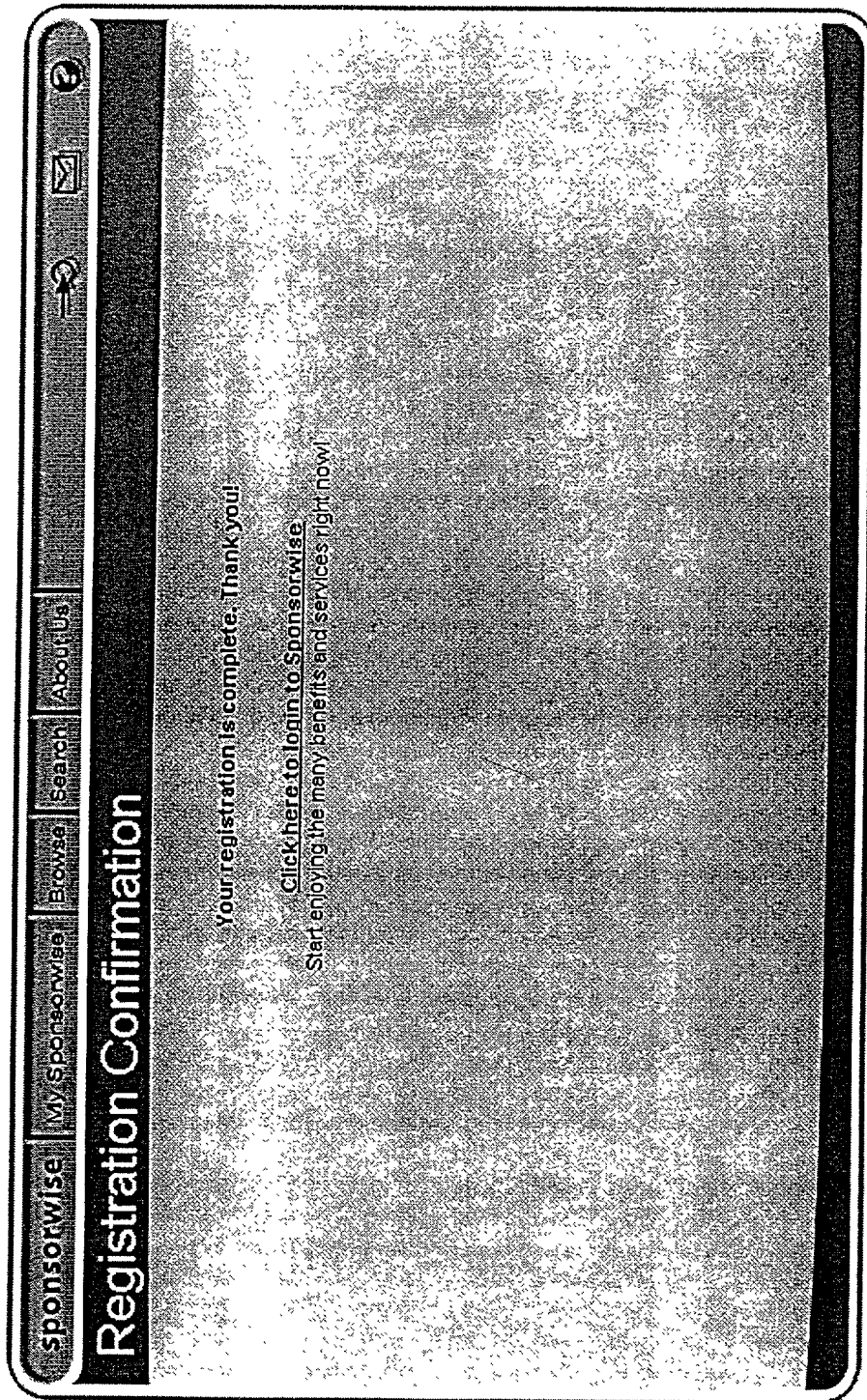


Fig 2

?

✉

spponsorwise

Sponsorwise Login

User Name:

Password:

☐ Remember me

LOGIN

Click here if you have forgotten your password or having trouble logging in.

New users should click here to register.

Fig. 8.

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[RFP Board](#)
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Wednesday, October 18, 2000

Good Evening
Dave Sullivan of
First Right International

Current Profile:
[Boston 2001 Seller](#)
[Edit Profile](#)

[Create A Property](#)
[Wide Promotions](#)
[Consulting Services](#)
[Property Manager](#)
[RFP Board](#)
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SHOOTING STAR

WHEELS & ENTERTAINERS

Industry News
 Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million
 Sponsorship Market Growing Thanks to New Internet Opportunities
[More >>](#)

Convention Center
 Las Vegas, NV

Metal Schmation
 Indy 500 - 04 Season

Orlando Radio
 1230 AM - New York

Notification

☐ [File](#)
☐ [Image](#)
☐ [Subject](#)

☐ [RFP: Auto Search has found an RFP that matches your profile](#) Fri 9/22/00 2:22 PM

☐ [Saved Search: New matches to saved search "2001 Events"](#) Thu 9/21/00 12:45 PM

☐ [RFP: Auto Search has found an RFP that matches your profile](#) Wed 9/20/00 7:08 AM

☐ [Unsold Inventory: Two Week Notice \(Columbus Day Parade\)](#) Tue 9/19/00 10:28 AM

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Fig. 9

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REPLY TO THIS RFP

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview | Audience Description | Marketing Opportunities | Contact Information

Company/ Business Type: Internet-based organization

Market Description: Sponsorship marketing services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area-- East Coast.

Time Frame: January 1, 2001 - March 31, 2001

Budget Parameters: \$20,000

Key Characteristics:   

Preferred Location: Zip Code: 02107

City: Boston

State: MA

Region: NE

Closest Major Market: Boston

Additional Qualifications: Sponsor will only accept proposals with pricing information

Preferred Property Type:



Festivals/Events

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 10

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RFP From Anonymous Buyer

[My Sponsorwise](#) > [RFP Board](#) > [RFP](#)

[Overview](#) |
 [Audience Description](#) |
 [Marketing Opportunities](#) |
 [Contact Information](#)

Attending Audience: 55,000+
Expanded Audience: 250,000
 Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional
Household Income:

50%

☐ Under \$25,000:
☒ \$25,000 - \$39,999:
☐ \$40,000 - \$54,999:
☐ \$55,000 - \$74,999: 50%
☒ \$75,000 - \$99,999: 50%
☐ \$100,000 - \$149,999:
☐ \$150,000+:

Age:

50%

☐ Young Children (0-12):
☒ Teenagers (13-17):
☐ Young Adults (18-35): 50%
☐ Mature Adults (36-55): 50%
☒ Seniors (56-75):
☐ Elderly (76+):

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 11.

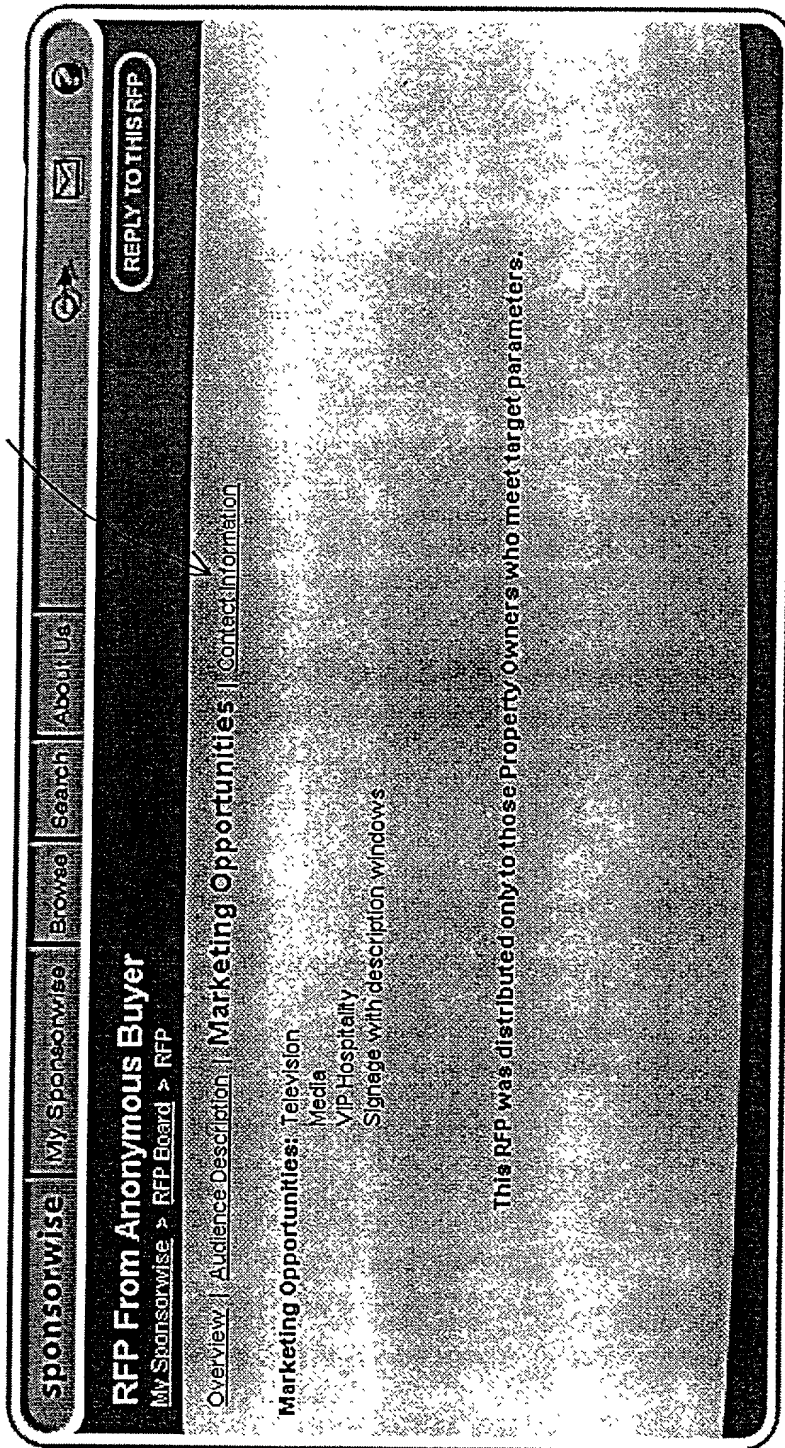


Fig. 12.

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RFP From Anonymous Buyer

[My Sponsorwise](#) > [RFP Board](#) > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Contact Information Withheld at Buyer's Request

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 13.

spponsorwise

My Sponsorwise

?

Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Review your Profile Information. Click the "Edit" link if changes are needed.

Contact Information:

First Name:

Dave

Last Name:

Sullivan

Title:

Associate Director

Company:

First Night International

Email:

dsullivan@firstnightintl.org

Phone:

617-357-0065

Fax:

617-357-0066

Street Address:

200 Lincoln Street

Apartment, Suite or Mail Stop:

Suite 301

City:

Boston

State, Province or Territory:

MA

Zip/Postal Code:

02111-2418

Country:

United States of America

Property Overview:

Property Name:

First Night 2001

Link to Property Description: <http://www.sponsorwise.com/FirstNightBoston2001.asp>

CANCEL

Edit Profile

NEXT

Fig. 15

Sponsorwise

My Sponsorwise

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Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Click "Browse" to find a document to upload.

Attachments *

Browse

Browse

Browse

Browse

Browse

Description (optional)

* If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

UPLOAD

CANCEL

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Fig. 18

?

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My Sponsorwise

Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Confirm your payment status

RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step

[Purchase Additional Credits](#)

CANCEL

← PREVIOUS

NEXT →

NAME	RES.	EDUC.	EXPER.	REMARKS
Mr. J. H. Smith	100	10	5	Good
Mr. W. B. Jones	100	10	5	Good
Mr. C. D. Brown	100	10	5	Good
Mr. E. F. White	100	10	5	Good
Mr. G. H. Black	100	10	5	Good
Mr. I. J. Green	100	10	5	Good
Mr. K. L. Gray	100	10	5	Good
Mr. M. N. Hall	100	10	5	Good
Mr. O. P. King	100	10	5	Good
Mr. Q. R. Lee	100	10	5	Good
Mr. S. T. Young	100	10	5	Good
Mr. U. V. Wright	100	10	5	Good
Mr. W. X. Scott	100	10	5	Good
Mr. Y. Z. Adams	100	10	5	Good
Mr. A. B. Baker	100	10	5	Good
Mr. C. D. Campbell	100	10	5	Good
Mr. E. F. Carter	100	10	5	Good
Mr. G. H. Clark	100	10	5	Good
Mr. I. J. Evans	100	10	5	Good
Mr. K. L. Fisher	100	10	5	Good
Mr. M. N. Fox	100	10	5	Good
Mr. O. P. Gibson	100	10	5	Good
Mr. Q. R. Hart	100	10	5	Good
Mr. S. T. Hill	100	10	5	Good
Mr. U. V. Howell	100	10	5	Good
Mr. W. X. Hughes	100	10	5	Good
Mr. Y. Z. Ingram	100	10	5	Good
Mr. A. B. Jackson	100	10	5	Good
Mr. C. D. Johnson	100	10	5	Good
Mr. E. F. Keith	100	10	5	Good
Mr. G. H. Lester	100	10	5	Good
Mr. I. J. Little	100	10	5	Good
Mr. K. L. Long	100	10	5	Good
Mr. M. N. Mason	100	10	5	Good
Mr. O. P. Myers	100	10	5	Good
Mr. Q. R. Nichols	100	10	5	Good
Mr. S. T. Oliver	100	10	5	Good
Mr. U. V. Parker	100	10	5	Good
Mr. W. X. Quinn	100	10	5	Good
Mr. Y. Z. Reed	100	10	5	Good
Mr. A. B. Russell	100	10	5	Good
Mr. C. D. Sanders	100	10	5	Good
Mr. E. F. Shaw	100	10	5	Good
Mr. G. H. Smith	100	10	5	Good
Mr. I. J. Taylor	100	10	5	Good
Mr. K. L. Thomas	100	10	5	Good
Mr. M. N. Turner	100	10	5	Good
Mr. O. P. Vance	100	10	5	Good
Mr. Q. R. Webb	100	10	5	Good
Mr. S. T. White	100	10	5	Good
Mr. U. V. Wilson	100	10	5	Good
Mr. W. X. Wood	100	10	5	Good
Mr. Y. Z. Wright	100	10	5	Good
Mr. A. B. Young	100	10	5	Good
Mr. C. D. Ziegler	100	10	5	Good
Mr. E. F. Zimmerman	100	10	5	Good
Mr. G. H. Brown	100	10	5	Good
Mr. I. J. Green	100	10	5	Good
Mr. K. L. Gray	100	10	5	Good
Mr. M. N. Hall	100	10	5	Good
Mr. O. P. King	100	10	5	Good
Mr. Q. R. Lee	100	10	5	Good
Mr. S. T. Young	100	10	5	Good
Mr. U. V. Wright	100	10	5	Good
Mr. W. X. Scott	100	10	5	Good
Mr. Y. Z. Adams	100	10	5	Good
Mr. A. B. Baker	100	10	5	Good
Mr. C. D. Campbell	100	10	5	Good
Mr. E. F. Carter	100	10	5	Good
Mr. G. H. Clark	100	10	5	Good
Mr. I. J. Evans	100	10	5	Good
Mr. K. L. Fisher	100	10	5	Good
Mr. M. N. Fox	100	10	5	Good
Mr. O. P. Gibson	100	10	5	Good
Mr. Q. R. Hart	100	10	5	Good
Mr. S. T. Hill	100	10	5	Good
Mr. U. V. Howell	100	10	5	Good
Mr. W. X. Hughes	100	10	5	Good
Mr. Y. Z. Ingram	100	10	5	Good

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Fig. 22.

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Proposal Viewer

My Sponsorwise > RFP Board > RFP > Proposal



First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America, featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

[Please click here to view our Sponsorwise Property Listing](#)

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

Fig. 23

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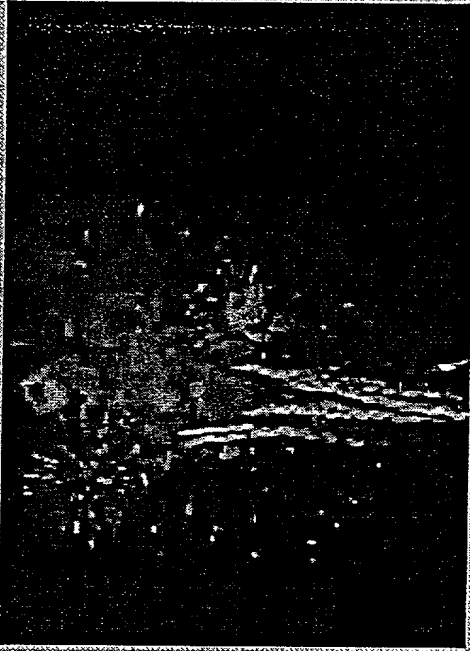

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First Night Boston 2001

Fig. 24.

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Name: First Night Boston 2001

Years in Existence: 24

Property Type:  Festivals/Events

Attending Audience: 3,000,000

Expanded Audience: 5,000,000

Key Characteristics:    

Event Summary: First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.

Event Date(s): December 30, 2000 - January 2, 2001

Venue Location: Zip Code: 02107 City: Boston
Region: Northeast Closest Major Market: Boston

Sponsorship Price Range: \$2,000 - \$200,000

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 25.

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Attending Audience: 3,000,000
Household Income:

Income Range	Percentage
Under \$25,000	5%
\$25,000 - \$39,999	5%
\$40,000 - \$54,999	30%
\$55,000 - \$74,999	30%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	10%
\$150,000+	5%

Age:

Age Group	Percentage
Young Children (0-12)	5%
Teenagers (13-17)	10%
Young Adults (18-35)	25%
Mature Adults (36-55)	50%
Seniors (56-75)	7%
Elderly (76+)	3%

Gender: 50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

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Fig. 26.

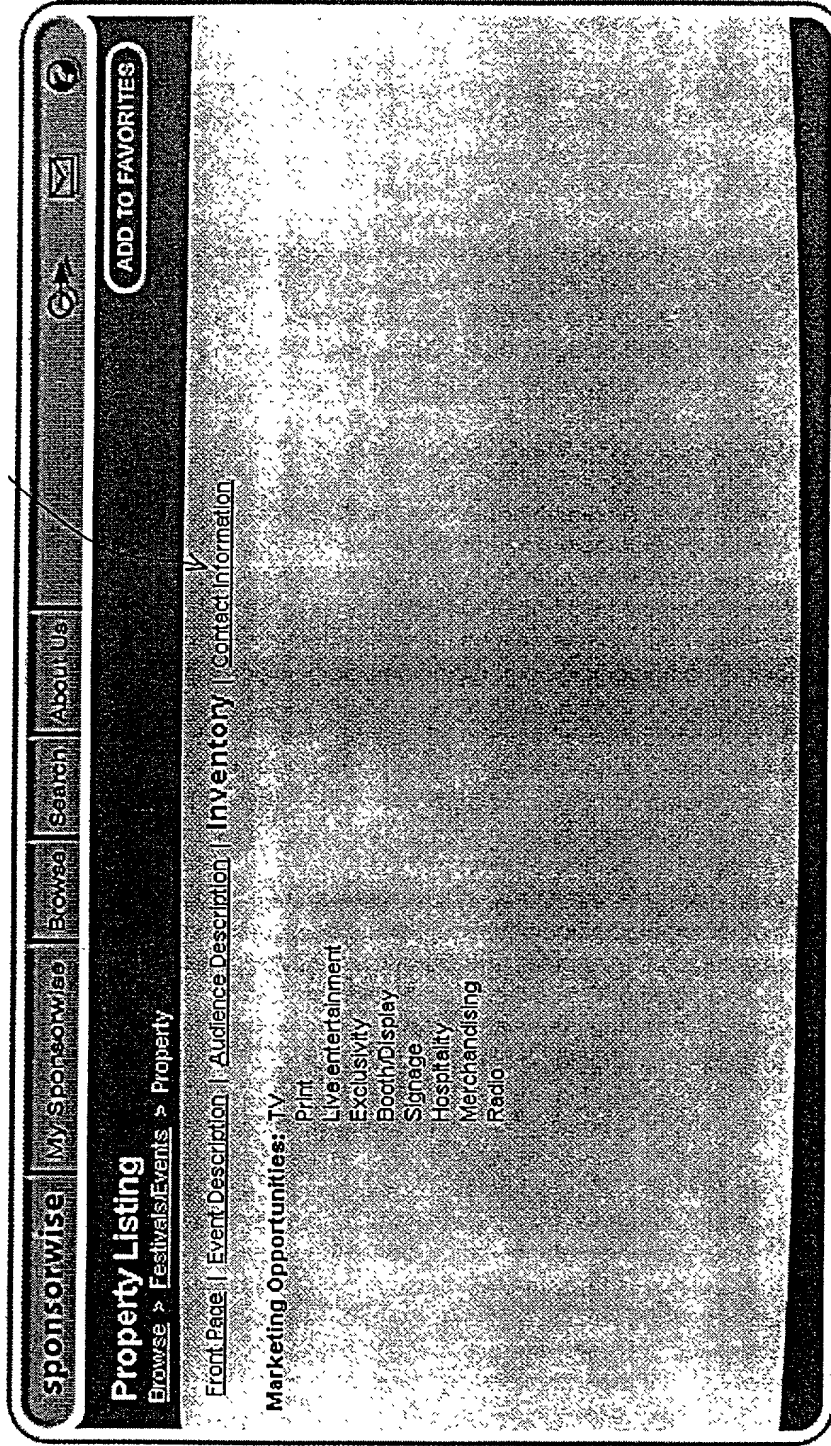


Fig. 29

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[Basic Search](#) [Advanced Search](#) [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:
☐ Include Free Listings
Event Type:
Minimum Desired Household Income: For majority of audience
Select Minimum Income
Desired Age Range:
Formality of audience
Select Age Range
Gender:
☒ Reach more males
☐ Reach more females
☐ Reach both males and female
Dates: From: Select Month Select Year To: Select Month Select Year
 [Save This Search](#)

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fig. 30

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OK

CANCEL

Add Characteristics

Please select event characteristics for your search:

FESTIVALS / EVENTS:

<input type="checkbox"/> Youth	<input type="checkbox"/> Educational	<input type="checkbox"/> Gay & Lesbian	<input type="checkbox"/> Religious	<input type="checkbox"/> Celebrity Potential	<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Family-Oriented	<input type="checkbox"/> Civic Pride
<input type="checkbox"/> Nature Oriented (Outdoors)	<input type="checkbox"/> Live Music/Entertainment	<input type="checkbox"/> Media Co-sponsor	<input type="checkbox"/> TV Coverage	<input type="checkbox"/> Snob Appeal	<input type="checkbox"/> Shopping opportunity		
Sports:				<input type="checkbox"/> Team	<input type="checkbox"/> Xtreme	<input type="checkbox"/> Racing	<input type="checkbox"/> Motor Sports
				<input type="checkbox"/> Road racing			

Fig. 31

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Basic Search

Advanced Search

Saved Searches

Advanced Search

Name, Description, or Keywords:

☐ Include Free Listings

Key Characteristics: Add

Event Type: All

Minimum Desired Household Income: For majority of audience

Select Minimum Income

Dates: From: Select Month Select Year To: Select Month Select Year

Gender: ☒ Reach more males ☐ Reach more females ☐ Reach both males and female

Desired Age Range: Formality of audience

Select Age Range

SEARCH

Save This Search

- Basic Search
- Saved Searches

Fig. 33

spensorwise My Sponsonwise Browse Search About Us

Save Your Search

Please enter unique name for your search:

☐ Run search continuously and notify me of new matches

Small vertical text on the left margin, likely a page number or reference code.

Fig. 36.

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[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Search

Advanced Search:

Name, Description, or Keywords:

☐ Include Free Listings

Key Characteristics: [Add](#)

☐ Event Type:

Dates: From: June 2001 To: September 2001

Minimum Desired Household Income: For majority of audience \$40,000 - 54,999

Desired Age Range: For majority of audience Mature Adults (36-55)

Gender: ☐ Reach more males ☐ Reach more females ☒ Reach both males and female

Results: [California League Baseball](#) score: 95%

[SEARCH](#) [Save This Search](#)

NB

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Property Listing

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California League

Picture Gallery

Click on an image to enlarge.

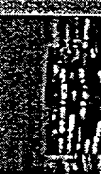
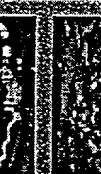








fig. 38






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Name: California League
Years in Existence: 59
Property Type:  Sports

Attending Audience: 2,000,000
Expanded Audience: 3,300,000
Key Characteristics:     

Event Summary: The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.

Event Date(s): April 2000 - September 2000

Venue Location: Zip Code: *NA* City: *NA*
 Region: *West* Closest Major Market: *SF & LA*

Sponsorship Price Range: \$10,000 - \$100,000

This RFP was distributed only to those Property Owners who meet target parameters.

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Fig. 39.

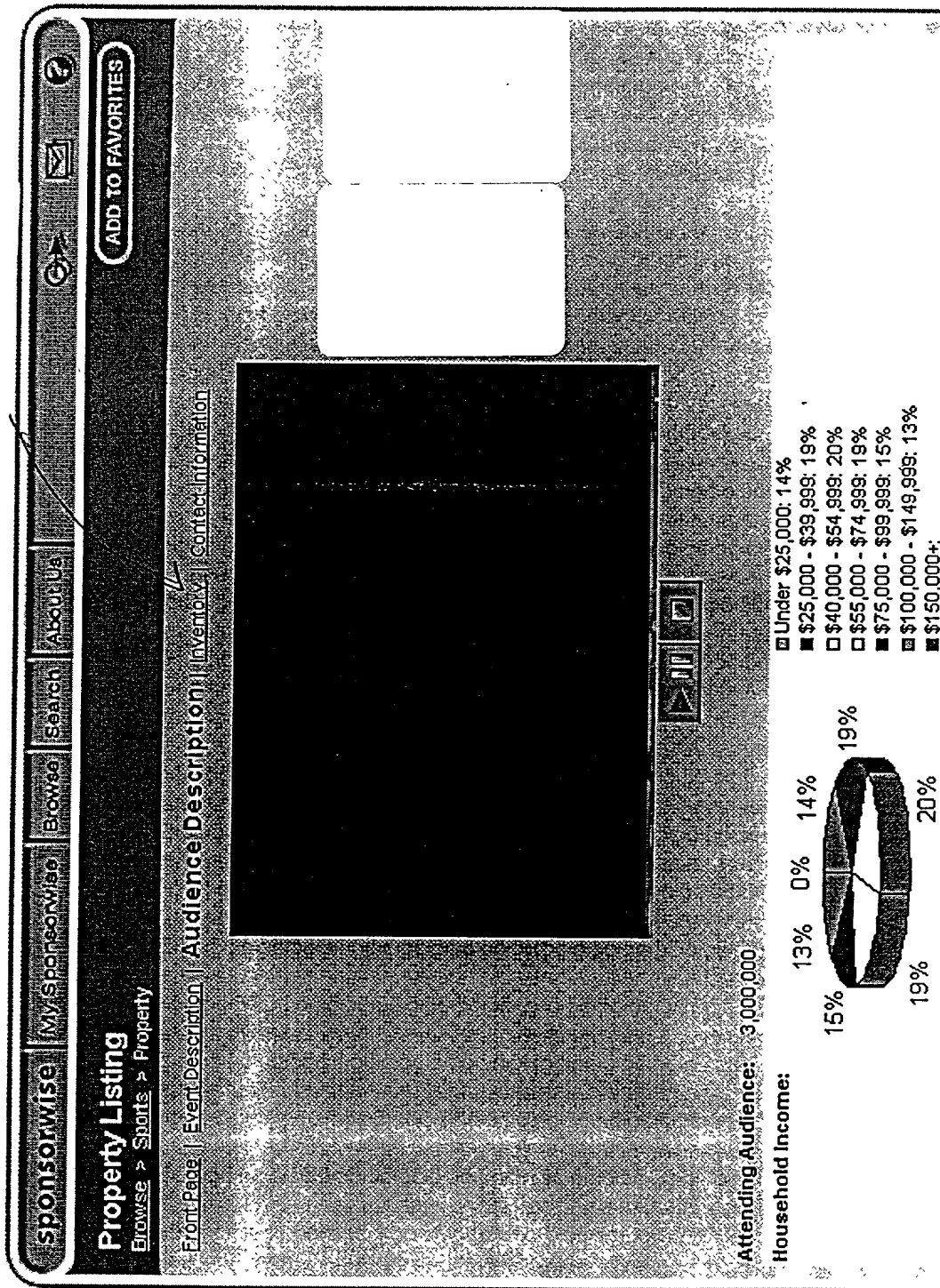


Fig. 40

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Marketing Opportunities:

TV
Radio
Print
Internet
Direct Mail
Exclusivity
Booth/Display
Signage
Hospitality
Merchandising

Individual opportunities:

Hat Day: \$70,000, 20,000 given away
Backpack Day: \$25,000, 10,000 given away

Fig. 41.

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Contact: [Pete Thureson](#)

Title: [Director of Marketing](#)

Phone: [408-369-8038](#)

email: [thursty1@calleague.com](#)

Address:

www.sponsorwise.com

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Wednesday, October 18, 2000

Front Page

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Good Evening
Pete Thureson of
California League

Current Profile:
Cal League Seller
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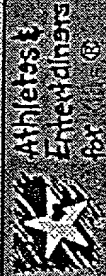
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**SHOGUN WARRIOR**
MMA Fight Promotions

**Pete Thureson**
California League

**Atlatlest Entertainment**
for sale

**Michael Schumacher**
Indy 500 2001 Season

**Convention Center**
Las Vegas, NV

Industry News
Donnie Osmond Tattoo
Sold on Sponsorwise
for Record \$6.5 Million
Sponsorship Market
Growing Thanks to New
Internet Opportunities
More >

Notification
Title Type Subject
☐ Unsold Inventory: Two Week Notice (Backpack Day)
☐ Saved Search: New matches to saved search "2001 Events"
☐ RFP: Auto Search has found an RFP that matches your profile
☐ RFP: Auto Search has found an RFP that matches your profile
☐ RFP: Auto Search has found an RFP that matches your profile

Received
Fri 9/22/00 2:22 PM
Thu 9/21/00 12:45 PM
Wed 9/20/00 7:08 AM
Tue 9/19/00 10:28 AM

FILE

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Fig. 42.

Fig. 43

[My Sponsorwise](#)

Wise Promo Wizard

PROMO TYPE

WISE PROMO SET-UP

PAYMENT

POST

Select promotion(s) to maximize your exposure to buyers.

Wise Promo Options:

☒ **Wise Buys**

List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest.

Specifications & Restrictions: By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 2.5% per day until property is liquidated.

[Click here for more information.](#)

☐ **Banner Ads**

Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard.

Specifications: Banner ads measure measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

[Click here for more information.](#)

☐ **Featured Selections**

Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd!

Specifications: Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

[Click here for more information.](#)

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Fig. 44

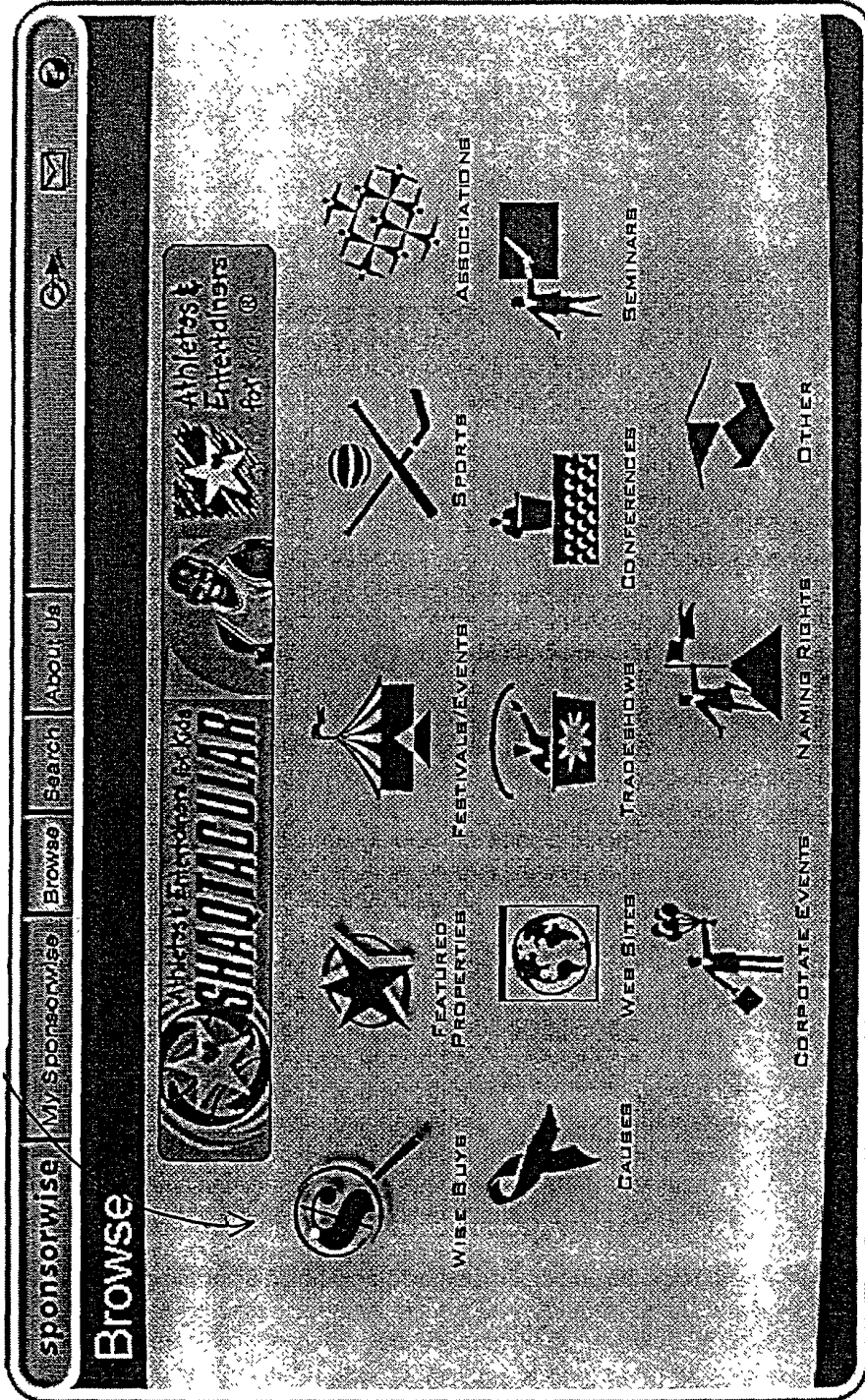
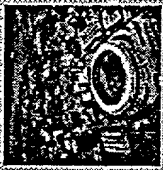
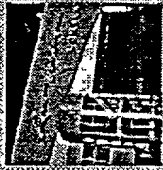




Fig. 45

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Services
 Consulting Services
 Banner/Ad Design
 Event Planning

Property	Inventory	Dates	Price
The SOFA Music Experience is a weekend long event showcasing new music technology, local, regional and national caliber bands and Silicon Valley companies active in the digital music revolution.			
VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage			
		9/14/00 - 9/17/00	\$6,000
Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions			
		9/14/00 - 9/17/00	\$5,000
T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.			
		9/14/00 - 9/17/00	\$5,000
Beverage Sponsorship - Logo inclusion on all collateral use of logo cups, on-site opportunity, and on-site signage			
		9/14/00 - 9/17/00	\$3,000 per donation
Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions			
		9/14/00 - 9/17/00	\$1,500
Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo			
		9/14/00 - 9/17/00	\$1,000
The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.			
Hot Day - Official, high-quality, CEU hats with your company logo to be distributed to the first 2000 kids at the last home stand of each of 10 California League teams			
		9/25/00 - 10/3/00	\$10,000

Fig. 47

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My Sponsorwise

[My Sponsorwise](#) > [Sponsorship Manager](#) > [Roll-up](#)

Good Evening
John Sith of
Coca-Cola Company

Current Profile:
[Coca-Cola Buyer](#)
[Edit Profile](#)

[Create An RFP](#)
[Initiate Promotions](#)
[Consulting Services](#)

Search:

Saved Searches:
[Summer Family Activity](#)
[Music Events](#)
[Fitness Competitions](#)

[Favorites](#)

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PA

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CT

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fig. 48

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Wednesday, October 18, 2000

My Sponsorwise > Sponsorship Manager > Roll-up > California

Good Evening
John Stith of
Coca-Cola Company

Current Profile:
Coca-Cola Buyer
Edit Profile

Create An RFP

Write Promotions

Consulting Services

Search:

Saved Searches:
Summer Family Activity
Music Events
Fitness Competitions

Favorites

California Sponsorships

Date	Event	Location
9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA
10/6/00 - 10/13/00	Fleet Week	Pier 39 San Francisco, California, USA
10/6/00 - 10/13/00	The Great Temecula Tractor Race	Temecula, California, USA

RFP Process

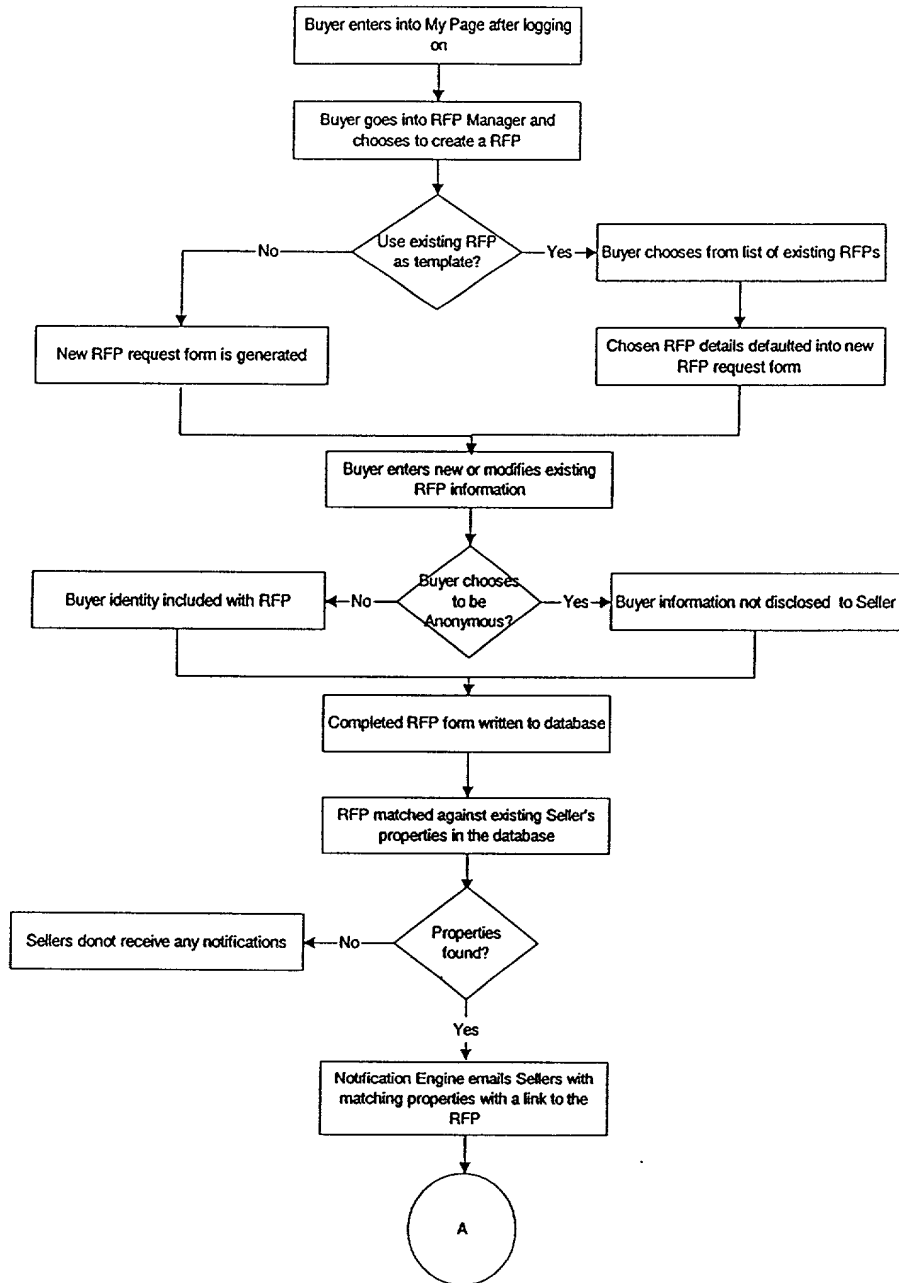


Fig. 49

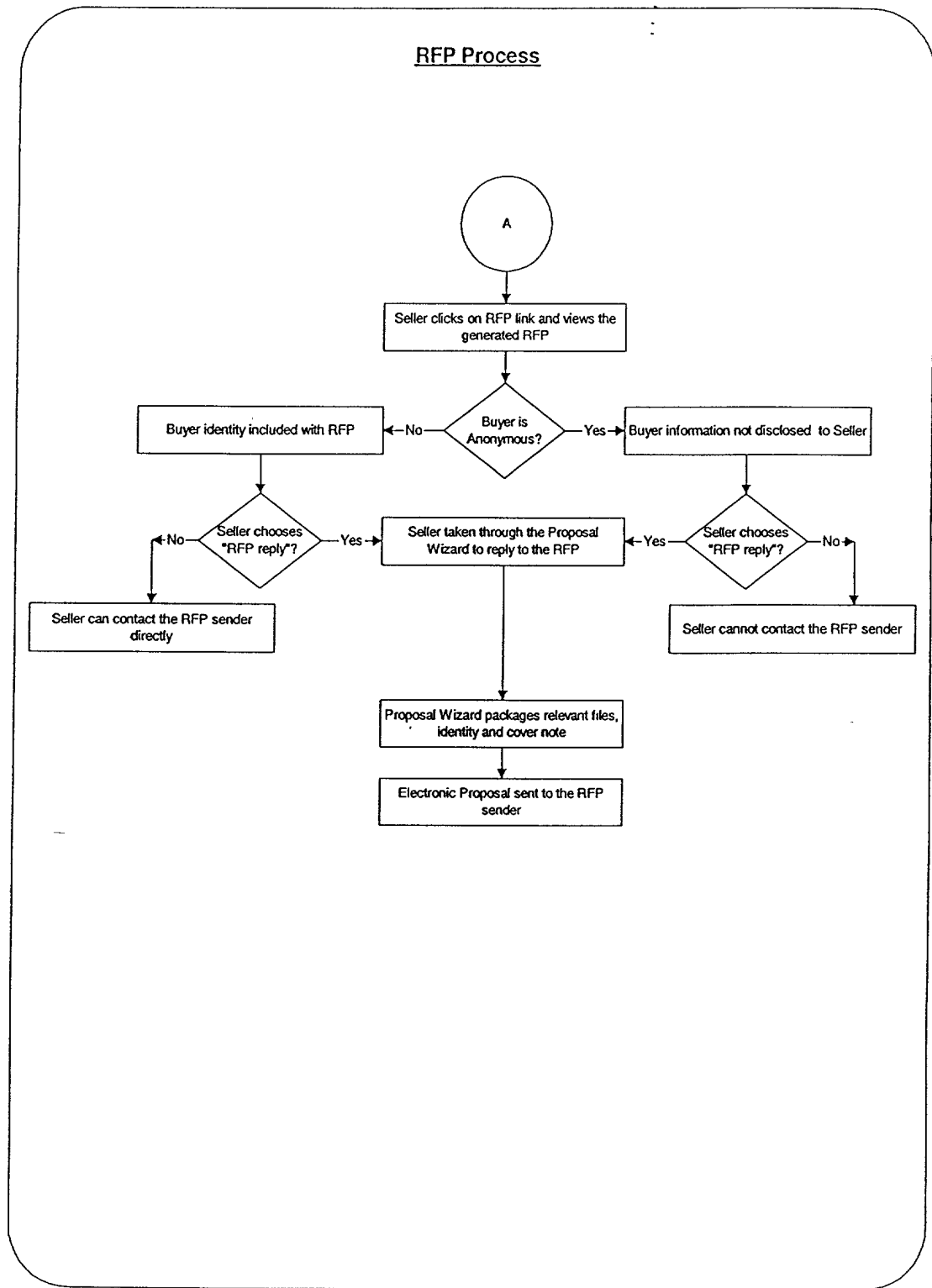


Fig. 50.